

## ABSTRACT

A printed matter for IT-dependent, printed-matter-linked shopping is useful in a sales method of a merchandise. According to this sales method, a purchaser chooses the merchandise shown in the printed matter, and shoots it by information terminal equipment. A merchandise information image of the thus-shot section is converted into electrical signals, which are then transmitted via a predetermined network to order the merchandise. A reply is sent to the order for the merchandise, so that the order is accepted and the merchandise is delivered. Further, an accounting of a merchandise bill is performed. The printed matter, therefore, allows consumers to readily and very conveniently order merchandises when the consumers want to purchase them. A printing ink system for printing the printed matter is composed, in combination, of (a) a printing ink for printing a visible picture (A) of the merchandise and (b) a printing ink for printing a merchandise information code (B).